GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:3173
ANSWERED ON:21.03.2017
Information Regarding Whole Grain
Singh Shri Rakesh

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether full information regarding whole grain products on packets of food items is not being given by some companies;
(b) whether the Government plans to inquire about the packaged food items where appropriate information regarding quantum of whole grain and refined wheat flour is not given separately; and
(c) whether the Government plans to take action to check misleading advertisements as health of the consumers is at stake?

Answer

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)
(a) : As per information provided by the Food Safety and Standards Authority of India, every prepackaged or pre-packed food shall have to follow the provisions prescribed under Food Safety and Standards (Packaging and Labeling) Regulations, 2011.
However, in respect of single ingredient foods, list of ingredients and nutritional information is not mandatory.

(b) : Regular surveillance, monitoring, inspection and random sampling of food products are being done by the Officials of Food Safety Departments of the respective States/ UTs to check compliance of the standards laid down under Food Safety and Standards Act, 2006, and the rules and regulations made thereunder. In cases where the food samples are found to be non-conforming, recourse is taken to penal provisions under Chapter IX of the FSS Act, 2006.

(c) : Sections 23, 24, 52 and 53 of the 'Food Safety and Standards Act, 2006' lay down the provisions regarding packaging and labeling of foods, restrictions of advertisement and prohibition as to unfair trade practices, penalty for misbranded food and penalty for misleading advertisement respectively.

Recently, Food Safety and Standards Authority of India (FSSAI) has signed an MoU partnering with the Advertising Standard Council of India (ASCI), addressing the cases of misleading advertisements in the Food & Beverage Sector (F&B). ASCI will comprehensively monitor these advertisements across various media. ASCI has been given a suo motu monitoring mandate by FSSAI to process complaints against misleading F&B advertisements and the same shall be reported to FSSAI.

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